



SpeedRead

Your weekly round-up of what's new from brands around the world...

11 August 2017

Hot off the heels of **Walmart's Bonobos** purchase, the **Walmart** brothers have acquired British cycling retailer **Rapha** for £200 million. **Rapha** already has a cult following among the cycling community, with 9000 members paying £135 annually for club membership. The new financial investment will be directed towards international expansion. (**Retail Gazette, 2017**)

If you like SpeedRead, you'll love our tweets. Follow us for our take on retail culture news.

Produce tracking app, **The Seasonal Food Guide**, will make sure you never purchase out of season vegetables again. The American app optimises produce shopping by educating customers about what is grown locally and what is in season. Users can set reminders to be notified when their favourite items are available. (**Fast Company, 2017**)



Click me for
Tweets!

With plans for expansion on the horizon, accessories label **Milli Millu** rebrands as **DeMeillier**, seven years after its initial launch. The name change is aimed to appeal to international customers and better reflect the brand identity. (**Fashion United, 2017**)

General Motors is selling two seater electric cars in the Guanxi region of southern China for just \$5,300 USD. The 63 inch Baojun E11 model can reach 62 mph and cover 96 miles on a single charge. China currently accounts for 40 per cent of global electric car sales. (**Inhabitat, 2017**)

Tesco will replace 5p carrier bags with bags for life, in a new bid to cut down on plastic waste. From August 28th, shoppers requiring bags will have to purchase a 10p bag for life, that can be exchanged for free if damaged. Tesco trials found that the sale of single carrier bags fell by a quarter when customers had a more durable alternative. (**Retail Week, 2017**)

Fact Of The Week

79 per cent of women and 75 per cent of men feel more positively about brands that send a gender equality message on Facebook. (**The Drum, 2017**)

Must Sees

Asics - Berlin, Germany - The Japanese sports brand's new store boasts motion ID running service points, for a try before you buy shopping experience, and a performance space where customers can learn from industry professionals. The store design has a unique eco-friendly twist, with fixtures made from grass and recycled wood.

Timberland - Pennsylvania, US - The newly opened Timberland 'Tree Lab' concept store features products and brand stories in a gallery setting. Content is renewed on a six week basis, beginning with the debut theme of streetology - where city street-style meets new technology. Customers can sample local craft beers as they browse, providing them with positive memories in addition to a new pair of shoes.

And Finally...

Savoury cravings are set to be satisfied, as **Morrisons** starts selling supersized sausage rolls. The meaty treats are more than mere snacks, containing 1650 calories a piece. The foot long pastries, weighing nearly half a kilogram each, come in response to customer demand for larger versions of the British classic. (**The Independent, 2017**)